I think that rules and regulations that limit media ownership is imperative to the democratic process. Americans deserve access and outlet to a diverse aray of information and ideas. Media mergers and monopolies threaten diversity and undermine the integrity of our democracy. Furthermore, removing rules on media ownership actually harms competition in two key ways: First, in relation to the media market, deregulation may be beneficial to the behemoths -but it is a death sentence for smaller media outlets, thereby removing their ability to compete. Second, deregulating media ownership greatly harms the "competition of ideas." A handful of media giants controling a vast majority of the market results in a less diverse media spectrum and therefore, less competition in terms of information available to the American people.